

To the Members of the California State Senate:

I am signing SB 1380 because in the wine industry and to wine consumers the name Sonoma transcends a county name, and has become nearly a brand name synonymous with quality wine produced by some of the greatest vintners in the world. This bill will help ensure that consumers are not misled by labeling. Sonoma is a premier appellation known around the world and consumers expect that the wine they purchase with that storied name on the label actually comes from Sonoma. Consumers and producers of Sonoma wine are deserved of the same protections under the federal laws that were recently upheld by the United States Supreme Court. This bill is consistent with those laws.

While I am convinced of the merits of this measure, I am concerned about similar issues for other wine growing regions and appellations in the state. I am directing the Department of Alcoholic Beverage Control to make policy recommendations to me on the issues presented in this bill, taking into consideration federal laws and regulations, consumer confidence, and existing brands and labels.

Sincerely,

Arnold Schwarzenegger